

Habib University
Job Description

Position Title	Assistant Manager, Student Marketing and Recruitment
Department	Student Marketing and Recruitment
Reporting Relationship	Manager, Student Marketing and Recruitment

Scope of the Position

Assistant Manager, Student Marketing and Recruitment will be responsible for planning and implementing strategy for reaching out to potential Habib University Students. S/he will be part of designing and executing variety of activities including school visits, organizing expos, attending expos, conducting student workshops and parents' sessions to facilitate relationship building and promote awareness.

Summary of Key Functions

- Understanding University Programs and developing various presentations and tools to orient potential students about the University
- Collaborating with Marketing Team for designing of marketing material for students, parents and schools
- Collaborating with Admissions Team to increase awareness about HU and dissemination information regarding admission process to perspective students
- Engaging with prospective students, parents, schools, school counselors and principals for student recruitment through a variety of activities such as school visits, organizing admission expos, orientation / information sessions, workshops, campus tours and career fairs.
- Conducting personalized recruitment for meritorious students
- Organize and provide logistical support at events / sessions with students , parents, principals, counselors, schools to facilitate relationship building and promote awareness
- Representing Habib University at relevant expos and open houses and other relevant events on national and international level
- Building relationships with various professional forums, organizations and institutes to engage potential students
- Visiting different schools in various cities of Pakistan to recruit students
- Collecting, analyzing and synthesizing the data related to students' academic and career choices and for Higher Education and surveying students' perceptions to evaluate effectiveness of individual strategies and overall recruitment campaign.
- Plan and execute marketing and communication strategies for diverse audience / various stakeholders

Required Qualification, Experience and Skills	
Qualifications and Skills Required	2-3 years of work experience; Minimum Bachelor's degree required, Masters preferred Proven ability to develop and leverage relationships Strong communication and organizational skills Strong reasoning and strategic thinking Willingness to travel

Habib University is the primary project of H.U.F. Habib University aims to be a pioneering institution providing a rich liberal arts education to the youth of Pakistan, to create a generation of socially responsible and critically conscious individuals, who can bring Pakistan to the forefront not only economically and financially, but also intellectually. The University offers a rich, interdisciplinary learning fabric by bringing together the innovative spirit of Entrepreneurship with high quality Science, Engineering and Liberal Arts education. The University is a modern learning space fully equipped with state-of-the-art research and teaching facilities in order to attract the best faculty around the world.

About Habib University Foundation

Habib University Foundation (H.U.F.) is a not-for-profit organization, which commenced its work in 2007. H.U.F. responds to existing gaps in the educational scenario of Pakistan, by supporting educational initiatives, research and innovation. It is focused on improving the status of education within the country by supporting research, planning and implementation of innovative educational models. H.U.F. extends support at all tiers of education delivery within the country including higher education, vocational skill development, pre-tertiary education and research and advocacy.